

REP HEADLINE# 6336516 TRF# E:063365
\$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399
CREDIT ADVISORY: AGENCY
ORDER WORKSHEET

FAX# 703-516-9680
CREDIT RISK !!
HARRIS REPORT FROM REP
CHANGES
SEP27/12 09.19
*** WFLA-TV ***

ADV # ADV. NAME POLI/M ROMNEY/R/PRE/US
AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS

138 CONANT STREET

BEVERLY, MA 01915

REP.# OFF.# SALESMAN #

BUYER NAME STEPHANIE KINCAID

SALES PRSN WA- MEGHAN MCGARR (H)

ORDER # CONTRACT # 6336516

CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST#

COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP26/12 OCT2/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED

DATE SEP27/12 09.19

REP: REVISION *FLIGHT DATE ENDS 9/27 - NO SPOTS TO AIR 9/28-10/2*
ALL SPOTS CANCELED THAT WERE SCHEDULED TO RUN 9/28-10/2
NEW TTL \$32,100
PLEASE CONFIRM
THANKS! BRIAN FOR MEGHAN

CON CM ROMNEY FOR PRESIDENT, INC.

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
1	S		600A-700A	30		\$700.00	10/1	10/2	0		M-TU	0
PROGRAM : 6AM NEWS												
CON COM1: 6AM NEWS												
2	*		600A-700A	30		\$700.00	9/26	9/27	4		W-TH	4
PROGRAM : 6AM NEWS												
CON COM1: 6AM NEWS												
3	*		700A-900A	30		\$900.00	9/26	9/27	4		W-TH	4
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
4	S		700A-900A	30		\$900.00	10/1	10/2	0		M-TU	0
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												

8/27

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP SEP27/12 09.19
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5	*		900A-1000A	30		\$550.00	9/26	9/27	2		W-TH	2
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
6	S		900A-1000A	30		\$550.00	10/1	10/2	0		M-TU	0
PROGRAM : TODAY SHOW 2												
CON COM1: TODAY SHOW 2												
7	S		1200N-100P	30		\$200.00	10/1	10/2	0		M-TU	0
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
8	*		1200N-100P	30		\$200.00	9/26	9/27	2		W-TH	2
PROGRAM : TODAY SHOW 3												
CON COM1: TODAY SHOW 3												
9	*		100P-200P	30		\$400.00	9/26	9/27	2		W-TH	2
PROGRAM : DAYS												
CON COM1: DAYS												
10	S		100P-200P	30		\$400.00	10/1	10/2	0		M-TU	0
PROGRAM : DAYS												
CON COM1: DAYS												
11	S		200P-300P	30		\$250.00	10/1	10/2	0		M-TU	0
PROGRAM : RACHEL RAY												
CON COM1: RACHEL RAY												
12	*		200P-300P	30		\$250.00	9/26	9/27	2		W-TH	2
PROGRAM : RACHEL RAY												
CON COM1: RACHEL RAY												
13	*		300P-400P	30		\$450.00	9/26	9/27	2		W-TH	2
PROGRAM : DOCTORS												
CON COM1: DOCTORS												

SEP27/12 09.19

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14	S		300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/1	10/2	0		M-TU	0
15	S		500P-530P PROGRAM : 5PM NEWS CON COM1: 5PM NEWS	30		\$900.00	10/1	10/2	0		M-TU	0
16	*		500P-530P PROGRAM : 5PM NEWS CON COM1: 5PM NEWS	30		\$900.00	9/26	9/27	2		W-TH	2
17	S		530P-600P PROGRAM : 530PM NEWS CON COM1: 530PM NEWS	30		\$900.00	10/1	10/2	0		M-TU	0
18	*		530P-600P PROGRAM : 530PM NEWS CON COM1: 530PM NEWS	30		\$900.00	9/26	9/27	2		W-TH	2
19	S		600P-630P PROGRAM : 6PM NEWS CON COM1: 6PM NEWS	30		\$1,200.00	10/1	10/2	0		M-TU	0
20	*		600P-630P PROGRAM : 6PM NEWS CON COM1: 6PM NEWS	30		\$1,200.00	9/26	9/27	4		W-TH	4
21	S		700P-730P PROGRAM : 7PM NEWS CON COM1: 7PM NEWS	30		\$1,000.00	10/1	10/2	0		M-TU	0
22	*		700P-730P PROGRAM : 7PM NEWS CON COM1: 7PM NEWS	30		\$1,000.00	9/26	9/27	4		W-TH	4

FAX# 703-516-9680
CREDIT RISK !!!
HARRIS REPORT FROM REP
CHANGES
SEP27/12 09.19
*** WFLA-TV ***

LINE#	REP	CO	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
23	*		730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,000.00	9/26	9/27	2		W-TH	2
24	S		730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,000.00	10/1	10/2	0		M-TU	0
25	S		1100P-1130P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,250.00	10/1	10/2	0		M-TU	0
26	*		1100P-1130P PROGRAM : 11PM NEWS CON COM1: 11PM NEWS	30		\$1,250.00	9/26	9/27	4		W-TH	4
27	*		1130P-1230A PROGRAM : TONITE SHOW CON COM1: TONITE SHOW	30		\$650.00	9/26	9/27	4		W-TH	4
28	S		1130P-1230A PROGRAM : TONITE SHOW CON COM1: TONITE SHOW	30		\$650.00	10/1	10/2	0		M-TU	0
29	S		1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE	30		\$3,000.00	9/28	9/28	0		FRI	0
30	S		700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$500.00	9/29	9/29	0		SAT	0
35	S		700P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$650.00	9/29	9/29	0		SAT	0

SEP27/12 09.19
WFLA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
36	S		800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$500.00	9/30	9/30	0		SUN	0
37	S		900A-1000A PROGRAM : SUN AM NEWS CON COM1: SUN AM NEWS	30		\$300.00	9/30	9/30	0		SUN	0
38	S		1000A-1100A PROGRAM : MEET THE PRESS CON COM1: MEET THE PRESS	30		\$1,400.00	9/30	9/30	0		SUN	0
39	S		600P-630P PROGRAM : SUN NEWS CON COM1: SUN NEWS	30		\$750.00	9/30	9/30	0		SUN	0
41	S		700P-815P PROGRAM : FTBALL NIGHT IN AMER CON COM1: FTBALL NIGHT IN AMER	30		\$3,400.00	9/30	9/30	0		SUN	0
42	S		815P-1130P PROGRAM : NBC SUN-FTBL CON COM1: NBC SUN-FTBL	30		10000.00	9/30	9/30	0		SUN	0
43	S		700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	9/28	9/28	0		FRI	0
44	S		430A-459A PROGRAM : AM NEWS CON COM1: AM NEWS	30		\$25.00	9/28	9/28	0		FRI	0
45	S		630P-700P PROGRAM : NIGHTLY NEWS CON COM1: NIGHTLY NEWS	30		\$5,000.00	9/28	9/28	0		FRI	0

REP HEADLINE# 6336516 TRF# E:063365
 \$\$\$ MOD# 0: UNAPPROVED REV #2 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
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46	S		900P-1100P	30		\$1,400.00	9/29	9/29	0		SAT	0
PROGRAM : L AND O SVU												
CON COM1: L AND O SVU												

SEP/12	32100.00	OCT/12	\$.00									
CONTRACT TOTAL												32100.00
TOTAL SPOTS												40

MARKET TOTALS \$517,143 WFLA 21% WFTS 22% WTSP 27% WTVT 17% WTOG 1% WTTA 0% WMOR 2%
 WMOX 0% WXPX 0% WWSB 10% CABL 0%

SHARES ARE ACCURATE

SVC- NSI
 DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
 P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 791 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Copy

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	32100	Campaign Ref:	E:063365160
Buyer:	US	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06336516
Est./PO Number:	06336516	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	Nbr of Spots	09/24	10/01	Total	Cost
2	M-F 6a News ..WTF..	03	700	30 Comme	Nbr of Spots	4		4	2800
3	M-F 7a Today Show ..WTF..	03	900	30 Comme	Nbr of Spots	4		4	3600
5	M-F 9a Today Show II ..WTF..	03	650	30 Comme	Nbr of Spots	2		2	1100
8	M-F 12p Today Show III ..WTF..	03	200	30 Comme	Nbr of Spots	2		2	400
9	M-F 1p Days Of Our Lives ..WTF..	03	400	30 Comme	Nbr of Spots	2		2	800
12	M-F 2p Rachael Ray ..WTF..	03	250	30 Comme	Nbr of Spots	2		2	500
13	M-F 3p Doctors ..WTF..	03	450	30 Comme	Nbr of Spots	2		2	900
16	M-F 5p News ..WTF..	03	900	30 Comme	Nbr of Spots	2		2	1800
18	M-F 530p News	03	900	30 Comme	Nbr of Spots	2		2	1800
Weekly Totals: Total Spots(Ord Spots)						40		40	

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 791 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Copy

Client: Mitt Romney/ R/ President/ US	Submission Cost: 32100	Campaign Ref: E:063365160
Buyer: ..	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06336516
Est./PO Number: 06336516	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
20	M-F 6p News ..WTF..	03	1200	30 Comme	Nbr of Spots	4	4	4800
22	M-F 7p News ..WTF..	03	1000	30 Comme	Nbr of Spots	4	4	4000
23	M-F 730p Entertainment Tonight ..WTF..	03	1000	30 Comme	Nbr of Spots	2	2	2000
26	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots	4	4	5000
27	M-F 1135p ET / 1035p CT Tonight Show ..WTF..	03	650	30 Comme	Nbr of Spots	4	4	2600
Weekly Totals: Total Spots(Ord Spots)					40		40	

Grand Totals			
Month 9 Weeks: 5 09/24		Month 10 Weeks: 4 10/01	
Spots	40		
Cost	32100		

Grand Totals:	Spots: 40
	Gross Total: 32,100.00
	Commission: 4,815.00

Net Total:

27,285.00

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP SEP26/12 21.12

REP. #	OFF. #	SALESMAN #
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BUYER NAME STEPHANIE KINCAID

SALES PRSN WA- MEGHAN MCGARR (H)

CLASS: NATL. LOCAL REGIONAL

DATE SEP26/12 21.12

SPOTS CANCELED ON LN'S 31-34, 40-42
RATE CHANGE LN'S 41-42
LN'S 43-46 ADDED
TIL SAME
PLEASE CONFIRM
THANKS: BRIAN FOR MEGHAN

CON CM ROMNEY FOR PRESIDENT, INC.

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
: LINE#	:	:	:	:	:	:	DATE	DATE	:	:	:	SPTS:

31	S	900A-1000A	30	\$300.00	9/29	9/29	0	SAT	0
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PROGRAM : SAT AM NEWS
CON COM1: SAT AM NEWS

33	30	9/29	0	SAT	0
32	30	9/29	0	SAT	0
31	30	9/29	0	SAT	0
30	30	9/29	0	SAT	0
29	30	9/29	0	SAT	0
28	30	9/29	0	SAT	0
27	30	9/29	0	SAT	0
26	30	9/29	0	SAT	0
25	30	9/29	0	SAT	0
24	30	9/29	0	SAT	0
23	30	9/29	0	SAT	0
22	30	9/29	0	SAT	0
21	30	9/29	0	SAT	0
20	30	9/29	0	SAT	0
19	30	9/29	0	SAT	0
18	30	9/29	0	SAT	0
17	30	9/29	0	SAT	0
16	30	9/29	0	SAT	0
15	30	9/29	0	SAT	0
14	30	9/29	0	SAT	0
13	30	9/29	0	SAT	0
12	30	9/29	0	SAT	0
11	30	9/29	0	SAT	0
10	30	9/29	0	SAT	0
9	30	9/29	0	SAT	0
8	30	9/29	0	SAT	0
7	30	9/29	0	SAT	0
6	30	9/29	0	SAT	0
5	30	9/29	0	SAT	0
4	30	9/29	0	SAT	0
3	30	9/29	0	SAT	0
2	30	9/29	0	SAT	0
1	30	9/29	0	SAT	0

PROGRAM : COLLEGE FTBALL
CON COM1: COLLEGE FTBALL

S	\$700.00	9 / 29	O	SAT
600F-630P	30			
83				

PROGRAM : SAT NEWS
CON COM1: SAT NEWS

FROM REP SEP26/12 21.12
** CHANGES ** ** WFLA-TV **

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
34	S		630P-700P PROGRAM : SAT 630PM NEWS CON COM1: SAT 630PM NEWS	30		\$2,500.00	9/29	9/29	0		SAT	0
40	S		630P-700P PROGRAM : SUN 630PM NEWS CON COM1: SUN 630PM NEWS	30		\$2,500.00	9/30	9/30	0		SUN	0
41	RS		700P-815P PROGRAM : FTBALL NIGHT IN AMER CON COM1: FTBALL NIGHT IN AMER	30		\$3,400.00	9/30	9/30	1		SUN	1
42	RS		815P-1130P PROGRAM : NBC SUN-FTBL CON COM1: NBC SUN-FTBL	30		10000.00	9/30	9/30	1		SUN	1
43	A		700A-900A PROGRAM : TODAY SHOW CON COM1: TODAY SHOW	30		\$900.00	9/28	9/28	1		FRI	1
44	A		430A-459A PROGRAM : AM NEWS CON COM1: AM NEWS	30		\$25.00	9/28	9/28	2		FRI	2
45	A		630P-700P PROGRAM : NIGHTLY NEWS CON COM1: NIGHTLY NEWS	30		\$5,000.00	9/28	9/28	1		FRI	1
46	A		900P-1100P PROGRAM : L AND O SVU CON COM1: L AND O SVU	30		\$1,400.00	9/29	9/29	1		SAT	1
SEP/12 76500.00 OCT/12 32100.00 CONTRACT TOTAL 108600.00 TOTAL SPOTS 115												

REP HEADLINE# 6336516 TRF# E:063365
\$\$\$ MOD# 0: UNAPPROVED REV #1 \$\$\$

REP: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP
CHANGES *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS/WK	WEEK INVT	DAYS	TOTL SPTS
:	LINE#	:	:	:	:	:	DATE	DATE	/WK	INVT	:	SPTS

MARKET TOTALS \$517,143 WFLA 21% WFTS 22% WTSP 27% WTVT 17% WTOG 1% WTTA 0% WMOR 2%
WMOX 0% WXPX 0% WWSB 10% CABL 0%

SHARES ARE ACCURATE

SVC- NSI
DEMOS- RA35+*

MOD CODE A-ADD B-BUY TYPE C-CANCELLED DE-DELETE E-EFF DATES L-LENGTH M-MAKEGOOD N-PROGRAM NAME
P-CLASS, PLAN, SECT Q-PAID PGM R-RATE S-SPOTS PER WEEK T-TIME X-LATE Y-DAYS Z-COMMENTS *-MULTIPLE

REP HEADLINE# 6336516
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP
 SEP24/12 18.54
 *** WFLA-TV ***

ADV # ADV. NAME POLI/M ROMNEY/R/PRE/US REP. # OFF. # SALESMAN #
 AGY # AGY. NAME AMERICAN RAMBLER PRODUCTIONS BUYER NAME STEPHANIE KINCAID

138 CONANT STREET SALES PRSN WA- MEGHAN MCGARR (H)
 BEVERLY, MA 01915

ORDER # CONTRACT # 6336516 CLASS: NATL. LOCAL REGIONAL

PRDCT ROMNEY FOR PRESIDENT EST# COMMENTS: (LINE, ORDER, INVOICE)

FLIGHT DATES SEP26/12 OCT2/12 WK-1

CITY TAX STATE TAX CO-OP BILLING NEEDED DATE SEP24/12 18.54

REP: NEW ORDER
 TTL \$108,600 @119X
 PLEASE CONFIRM
 THANKS! KIM FOR MEGHAN

CON CM ROMNEY FOR PRESIDENT, INC.

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
1			600A-700A	30		\$700.00	10/1	10/2	4		M-TU	4
PROGRAM : 6AM NEWS												
CON COM1: 6AM NEWS												
2			600A-700A	30		\$700.00	9/26	9/28	6		W-F	6
PROGRAM : 6AM NEWS												
CON COM1: 6AM NEWS												
3			700A-900A	30		\$900.00	9/26	9/28	6		W-F	6
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												
4			700A-900A	30		\$900.00	10/1	10/2	4		M-TU	4
PROGRAM : TODAY SHOW												
CON COM1: TODAY SHOW												

Handwritten initials/signature

SEP24/12 18.54
WFLA-TV

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
5			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$550.00	9/26	9/28	3		W-F	3
6			900A-1000A PROGRAM : TODAY SHOW 2 CON COM1: TODAY SHOW 2	30		\$550.00	10/1	10/2	2		M-TU	2
7			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	10/1	10/2	2		M-TU	2
8			1200N-100P PROGRAM : TODAY SHOW 3 CON COM1: TODAY SHOW 3	30		\$200.00	9/26	9/28	3		W-F	3
9			100P-200P PROGRAM : DAYS CON COM1: DAYS	30		\$400.00	9/26	9/28	3		W-F	3
10			100P-200P PROGRAM : DAYS CON COM1: DAYS	30		\$400.00	10/1	10/2	2		M-TU	2
11			200P-300P PROGRAM : RACHEL RAY CON COM1: RACHEL RAY	30		\$250.00	10/1	10/2	2		M-TU	2
12			200P-300P PROGRAM : RACHEL RAY CON COM1: RACHEL RAY	30		\$250.00	9/26	9/28	3		W-F	3
13			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	9/26	9/28	3		W-F	3

REP HEADLINE# 6336516
 *** ORIGINAL REV#0 ***

REP: TEL# 703-516-9399 FAX# 703-516-9680
 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP24/12 18.54
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
14			300P-400P PROGRAM : DOCTORS CON COM1: DOCTORS	30		\$450.00	10/1	10/2	2		M-TU	2
15			500P-530P PROGRAM : 5PM NEWS CON COM1: 5PM NEWS	30		\$900.00	10/1	10/2	2		M-TU	2
16			500P-530P PROGRAM : 5PM NEWS CON COM1: 5PM NEWS	30		\$900.00	9/26	9/28	3		W-F	3
17			530P-600P PROGRAM : 530PM NEWS CON COM1: 530PM NEWS	30		\$900.00	10/1	10/2	2		M-TU	2
18			530P-600P PROGRAM : 530PM NEWS CON COM1: 530PM NEWS	30		\$900.00	9/26	9/28	3		W-F	3
19			600P-630P PROGRAM : 6PM NEWS CON COM1: 6PM NEWS	30		\$1,200.00	10/1	10/2	4		M-TU	4
20			600P-630P PROGRAM : 6PM NEWS CON COM1: 6PM NEWS	30		\$1,200.00	9/26	9/28	6		W-F	6
21			700P-730P PROGRAM : 7PM NEWS CON COM1: 7PM NEWS	30		\$1,000.00	10/1	10/2	4		M-TU	4
22			700P-730P PROGRAM : 7PM NEWS CON COM1: 7PM NEWS	30		\$1,000.00	9/26	9/28	6		W-F	6

REP HEADLINE# 6336516
*** ORIGINAL REV#0 ***

REF: TEL# 703-516-9399 FAX# 703-516-9680
CREDIT ADVISORY: AGENCY CREDIT RISK !!!
ORDER WORKSHEET HARRIS REPORT FROM REP

SEP24/12 18.54
*** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
23			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,000.00	9/26	9/28	3		W-F	3
24			730P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$1,000.00	10/1	10/2	2		M-TU	2
25			1100P-1130P PROGRAM : 11PM NEWS CON COM1: 11PM NEWS	30		\$1,250.00	10/1	10/2	4		M-TU	4
26			1100P-1130P PROGRAM : 11PM NEWS CON COM1: 11PM NEWS	30		\$1,250.00	9/26	9/28	6		W-F	6
27			1130P-1230A PROGRAM : TONITE SHOW CON COM1: TONITE SHOW	30		\$650.00	9/26	9/28	6		W-F	6
28			1130P-1230A PROGRAM : TONITE SHOW CON COM1: TONITE SHOW	30		\$650.00	10/1	10/2	4		M-TU	4
29			1000P-1100P PROGRAM : DATELINE CON COM1: DATELINE	30		\$3,000.00	9/28	9/28	1		FRI	1
30			700A-900A PROGRAM : SAT TODAY CON COM1: SAT TODAY	30		\$500.00	9/29	9/29	2		SAT	2
31			900A-1000A PROGRAM : SAT AM NEWS CON COM1: SAT AM NEWS	30		\$300.00	9/29	9/29	1		SAT	1

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pm chg.

REP HEADLINE# 6336516
 *** ORIGINAL REV#0 ***

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 CREDIT ADVISORY: AGENCY CREDIT RISK !!!
 ORDER WORKSHEET HARRIS REPORT FROM REP

SEP24/12 18.54
 *** WFLA-TV ***

LINE#	REP	CD	TIME PERIOD	LGTH	SEC	RATE	START DATE	END DATE	SPTS /WK	WEEK INVT	DAYS	TOTL SPTS
32			330P-700P PROGRAM : COLLEGE FTBALL CON COM1: COLLEGE FTBALL	30		\$450.00	9/29	9/29	3	MA- pgm chg	SAT	3
33			600P-630P PROGRAM : SAT NEWS CON COM1: SAT NEWS	30		\$700.00	9/29	9/29	1	MA- pgm chg	SAT	1
34			630P-700P PROGRAM : SAT 630PM NEWS CON COM1: SAT 630PM NEWS	30		\$2,500.00 ?	9/29	9/29	1	MA- pgm chg	SAT	1
35			700P-800P PROGRAM : ENT TONIGHT CON COM1: ENT TONIGHT	30		\$650.00	9/29	9/29	1		SAT	1
36			800A-900A PROGRAM : SUN TODAY CON COM1: SUN TODAY	30		\$500.00	9/30	9/30	1		SUN	1
37			900A-1000A PROGRAM : SUN AM NEWS CON COM1: SUN AM NEWS	30		\$300.00	9/30	9/30	1		SUN	1
38			1000A-1100A PROGRAM : MEET THE PRESS CON COM1: MEET THE PRESS	30		\$1,400.00 ?	9/30	9/30	1		SUN	1
39			600P-630P PROGRAM : SUN NEWS CON COM1: SUN NEWS	30		\$750.00	9/30	9/30	1		SUN	1
40			630P-700P PROGRAM : SUN 630PM NEWS CON COM1: SUN 630PM NEWS	30		\$2,500.00 ?	9/30	9/30	1	MA	SUN	1

SEP24/12 18.54
WFLA-TV ***

CONTRACT TOTAL	108600.00
TOTAL SPOTS	119

MARKET TOTALS	\$517,143	WFLA	21%	WFTS	22%	WTSP	27%	WTVT	17%	WTOG	1%	WTTA	0%	WMOR	2%
		WMOX	0%	WXPX	0%	WWSB	10%	CABL	0%						
SHARES ARE ACCURATE															
SVC- NSI															
DEMOS- RA35+*															

American Rambler Productions
138 Conant Street
Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 782 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	87850	Campaign Ref:	E:063365160
Buyer:	US	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06336516
Est./PO Number:	06336516	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Product:	Romney For President	Booking Group:	WFLA	Key Market:	Tampa-St. Petersburg, FL
Demographic:	(L) Household	Order:			

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
1	M-F 6a News MT.....	03	700	30 Comme	Nbr of Spots	4	4	2800
2	M-F 6a News ..WTF..	03	700	30 Comme	Nbr of Spots	6	6	4200
3	M-F 7a Today Show ..WTF..	03	900	30 Comme	Nbr of Spots	6	6	5400
4	M-F 7a Today Show MT.....	03	900	30 Comme	Nbr of Spots	4	4	3600
5	M-F 9a Today Show II ..WTF..	03	550	30 Comme	Nbr of Spots	3	3	1650
6	M-F 9a Today Show II MT.....	03	550	30 Comme	Nbr of Spots	2	2	1100
7	M-F 12p Today Show III MT.....	03	200	30 Comme	Nbr of Spots	2	2	400
8	M-F 12p Today Show III ..WTF..	03	200	30 Comme	Nbr of Spots	3	3	600
9	M-F 1p Days Of Our Lives	03	400	30 Comme	Nbr of Spots	3	3	1200
Weekly Totals: Total Spots(Ord Spots)					68	40	108	

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PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	87850	Campaign Ref:	E:063365160
Buyer:	US	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06336516
Est./PO Number:	06336516	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
10	M-F 1p Days Of Our Lives MT.....	03	400	30 Comme	Nbr of Spots	2	2	800
11	M-F 2p Rachael Ray MT.....	03	250	30 Comme	Nbr of Spots	2	2	500
12	M-F 2p Rachael Ray ..WTF..	03	250	30 Comme	Nbr of Spots	3	3	750
13	M-F 3p Doctors ..WTF..	03	450	30 Comme	Nbr of Spots	3	3	1350
14	M-F 3p Doctors MT.....	03	450	30 Comme	Nbr of Spots	2	2	900
15	M-F 5p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
16	M-F 5p News ..WTF..	03	900	30 Comme	Nbr of Spots	3	3	2700
17	M-F 530p News MT.....	03	900	30 Comme	Nbr of Spots	2	2	1800
18	M-F 530p News ..WTF..	03	900	30 Comme	Nbr of Spots	3	3	2700
19	M-F 6p News MT.....	03	1200	30 Comme	Nbr of Spots	4	4	4800
Weekly Totals: Total Spots(Ord Spots)					68	40	108	

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Mitt Romney/ R/ President/ US
Submission Number 782 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client:	Mitt Romney/ R/ President/ US	Submission Cost:	87850	Campaign Ref:	E:063365160
Buyer:	US	Client/Product/Estimate:		Sales Rep:	HRP Washington, DC
Schedule Dates:	09/24/12 to 10/07/12	Weeks:	2	Order Ref:	06336516
Est./PO Number:	06336516	Contract type:	Political	Business Type:	POLITICAL
Associated Copies:	No			Business Category:	Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
20	M-F 6p News ..WTF..	03	1200	30 Comme	Nbr of Spots 6		6	7200
21	M-F 7p News MT.....	03	1000	30 Comme	Nbr of Spots 4	4	4	4000
22	M-F 7p News ..WTF..	03	1000	30 Comme	Nbr of Spots 6		6	6000
23	M-F 730p Entertainment Tonight ..WTF..	03	1000	30 Comme	Nbr of Spots 3		3	3000
24	M-F 730p Entertainment Tonight MT.....	03	1000	30 Comme	Nbr of Spots 2	2	2	2000
25	M-Su 11p News MT.....	03	1250	30 Comme	Nbr of Spots 4		4	5000
26	M-Su 11p News ..WTF..	03	1250	30 Comme	Nbr of Spots 6		6	7500
27	M-F 1135p ET / 1035p CT Tonight ..WTF..	03	650	30 Comme	Nbr of Spots 6		6	3900
28	M-F 1135p ET / 1035p CT Tonight Show MT.....	03	650	30 Comme	Nbr of Spots 4		4	2600
29	Fri 10p ET / 9p CT Dateline NBC Friday ...F....	03	3000	30 Comme	Nbr of Spots 1		1	3000
Weekly Totals: Total Spots(Ord Spots)					88	40	108	

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Beverly MA 01915

Mitt Romney/ R/ President/ US
Submission Number 782 Issue 1



WFLA-TV
P.O. Box 1410
Tampa, FL 33601

PHONE (813) 228-8888

Original

Client: Mitt Romney/ R/ President/ US	Submission Cost: 87850	Campaign Ref: E:063365160
Buyer: US	Client/Product/Estimate:	Sales Rep: HRP Washington, DC
Schedule Dates: 09/24/12 to 10/07/12	Weeks: 2	Order Ref: 06336516
Est./PO Number: 06336516	Contract type: Political	Business Type: POLITICAL
Associated Copies: No		Business Category: Transactional

Ref	Sales Product Details	Rev Type	Rate	Spot Type	09/24	10/01	Total	Cost
30	Sat 7a Today ShowS.	03	500	30 Comme	Nbr of Spots 2		2	1000
31	Sat 7p Entertainment TonightS.	03	650	30 Comme	Nbr of Spots 1		1	650
32	Sun 8a Today ShowS	03	500	30 Comme	Nbr of Spots 1		1	500
33	Sun 9a NewsS	03	300	30 Comme	Nbr of Spots 1		1	300
34	Sun 10a Meet The PressS	02	1400	30 Comme	Nbr of Spots 1		1	1400
35	Sun 6p NewsS	03	750	30 Comme	Nbr of Spots 1		1	750
Weekly Totals: Total Spots(Ord Spots)					68	40	108	

Grand Totals				Grand Totals			
		Month 9 Weeks: 5	09/24			Month 10 Weeks: 4	10/01
Spots	108			Spots	68		
Cost	87850			Cost	55750		

Grand Totals:	Spots: 108
	Gross Total: 87,850.00

Commission:	13,177.50
Net Total:	74,672.50